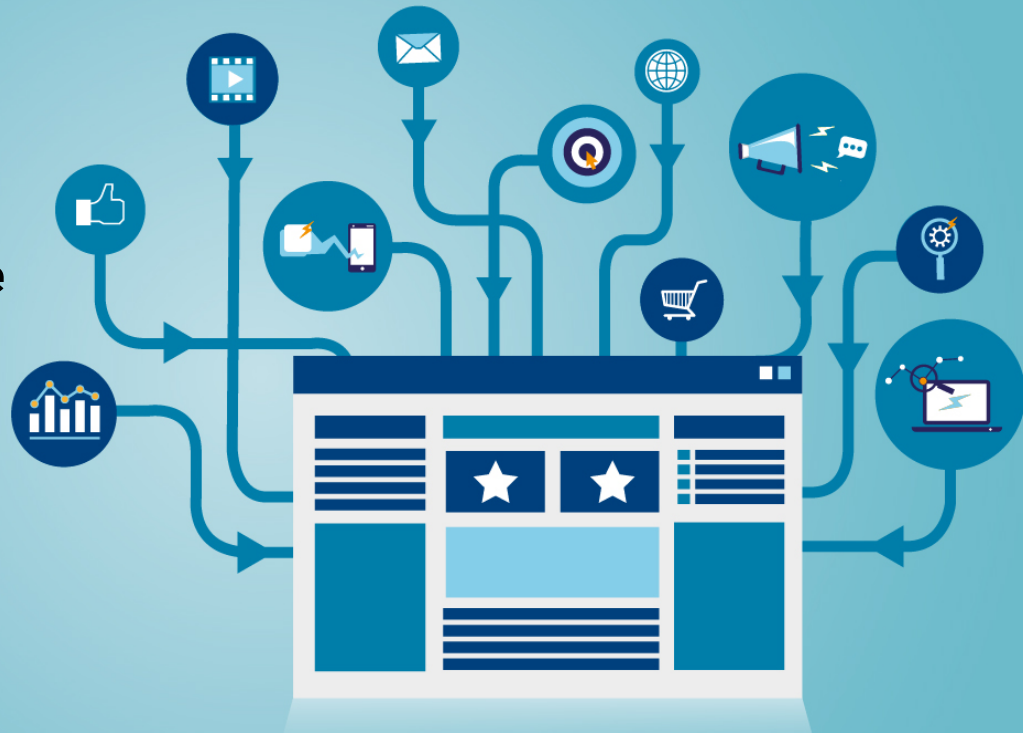


E2E Commerce

Your solution to go!



The boundaries between bricks-and-mortar retailing and online-retailers are disappearing at an increasing rate (multi-channel E-commerce). In both bricks-and-mortar retailing (RFID, mobile payment, indoor navigation) and online retailing (mobile commerce, dynamic pricing, web-analytics) new technologies are offering additional possibilities to grow profitably and at the same time fulfil customers' expectations. E2E Commerce makes it possible for you to offer your customers that perfect shopping experience.

Challenges

- ▶ Insufficient integration of individual IT components and poor data quality
- ▶ Protracted implementation times for new functions and the integration of new components
- ▶ Lack of transparency and oversight of what's actually happening in your own E-commerce environment

« A successful multi-channel strategy is only as good as the interaction between its component parts. »

Stephan Prinzkosky, Managing Director E2E Technologies

Our approach

E-Commerce Intelligence

- ▶ We offer you a 360 degree view of your E-commerce landscape

Quick Realisation

- ▶ Based on pre-defined patterns and processes we can realise the quick implementation of an overarching E-commerce approach

Business Agility

- ▶ Thanks to our micro services architecture, specialist departmental requirements are gathered in the form of business processes and translated into small, autonomously executable services in the E2E Commerce solution
- ▶ Services can be updated with new versions during operations – without any down time

« E2E Commerce offers lasting support for the successful, implementation, operation and control of your E-commerce solution. »

Ulrich Storck
CTO E2E Technologies

Our Solution

With E2E Commerce we make possible the optimal use of your IT components in order that your customers can be offered an all-encompassing shopping experience. We have combined over 15 years of project experience, and the know-how gained in successful E-commerce projects in recent years, into our E2E Commerce solution. Our aim is to master the challenges of the E-commerce sector with a holistic solution.

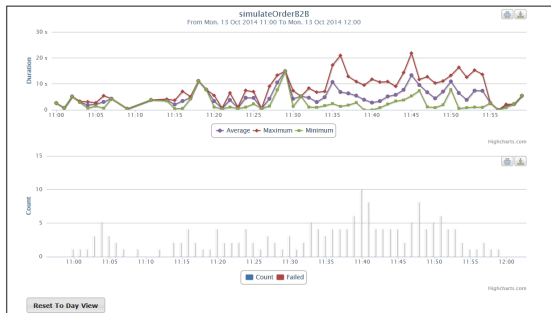


Figure 1: Dashboard view with order process

360 degree view over your processes

Monitoring and control of the E-commerce landscape is one of the main areas of focus for those responsible for an online shop. Many of the systems employed come complete with their own analytics or BI tools. What is missing is the complete overview of your processes. The early detection of problems and errors before they affect your customers is for you, the person in charge, decisive. E2E Commerce makes use of sophisticated dashboards that enable end-to-end monitoring in graphic form (4). Comprehensive analysis tools allow you to recognise errors quickly and to implement the necessary remedial steps.

Innovation cycles in E-commerce are becoming ever shorter. Customers determine the shopping channel. A high quality, holistic shopping experience across all channels is expected as a matter of course. The increasing number of different systems

makes optimising the interaction between them decisive. For example, customers want to order a product online but to pick it up or return it in the store branch. Products out of stock in the store should be sent directly to the customer's home. When using reward schemes, it should make no difference whether rewards were earned or redeemed online or offline. There are many demands on the system and they are subject to permanent change.

Quick Implementation with pre-defined processes

Readily available system-interfaces are usually generic, not process-oriented and require considerable IT know-how. Implementation times running to weeks and months are not acceptable. Pre-defined integration processes between individual components such as web shop, ERP, CRM, logistics and payment systems enable their quick use and adaption to your individual requirements. With E2E commerce you can react within hours and days to necessary modifications.

High quality data via centralised data administration

Data quality is a decisive criterion for a complex E-commerce environment. Having many differing order and purchasing processes requires data consistency. Product, stock and customer data information must be retrievable, consistent and up-to-date. Our E2E Commerce solution guarantees high data quality through centralised data use and management. Systems which are not designed for the demands of real time operation are made real-time capable via a cache function.

Business agility – react quickly and flexibly

Your E-commerce landscape is subject to continuous change, but not all variations of change are pre-definable in every last detail. As in the software development process, an agile approach in procedure lends itself to the implementation of change. Via our micro-services-architecture, specialist departmental requirements are gathered in the form of business processes and translated into small, autonomously executable services (1) in the E2E Commerce solution. The benefit of this approach is that new functionalities (2, 3) can be made available quickly and easily at multiple times during the day, thus enabling a targeted response to new requirements in a short time. Because of this agile methodology, E2E Commerce is an extremely flexible and highly modern E-commerce environment open for future trends and technologies.

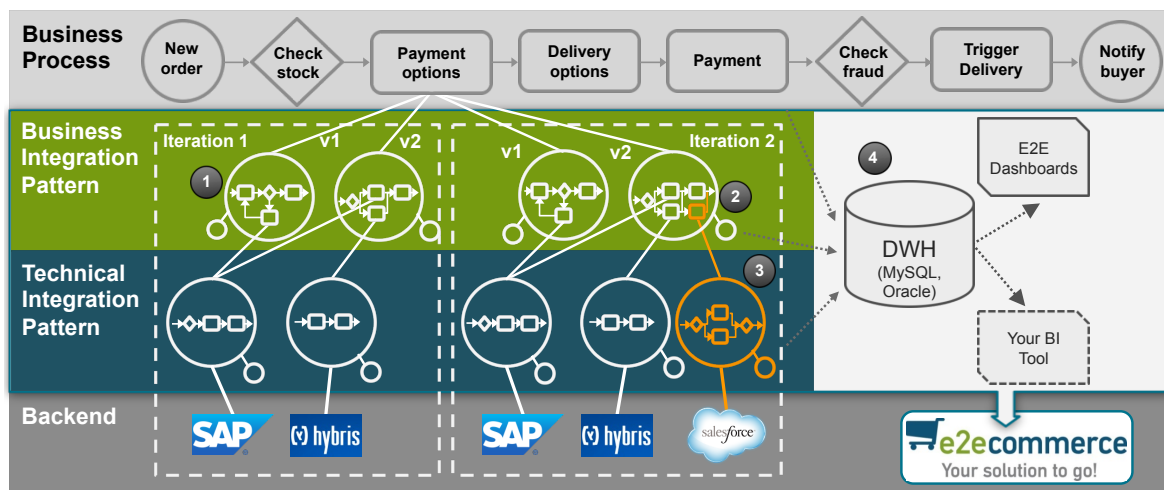


Figure 2: Micro-services-architecture